

Zoomark



Rendezvous in Bologna



ZOOMARK 2017
INTERNATIONAL

Just a couple of months before the opening of Zoomark, record figures have been reported for exhibitors in particular, with companies from a wide spread of countries attending. Rather than resting on their laurels, the organisers have been busy working to expand the show.



The organisers are expecting further significant growth in 2017.

Zoomark International, one of the most important biennial trade shows in Europe, will take place from 11 to 14 May 2017 in Bologna. The 2015 event welcomed 615 exhibitors, of which 394 were foreign companies from 35 different countries. The fair attracted a total of 22 299 visitors: 15 526 Italian and 6 773 foreign buyers,

equivalent to an increase of 15 per cent compared to the previous event in 2013. They came from 85 countries.

International profile

The organisers are expecting record numbers in 2017 too. Two months before the event, the fifth pavilion that was created in response to demand, above all from abroad, has also sold out. The total area of the event is now 50 000 square metres, hosting around 670 exhibitors. There is also a significant increase in the number of countries represented, which now stands at 43 (2015: 35).

223 are Italian companies (2015: 221), while the quota of foreign exhibitors has risen to 68 per cent (2015: 65 per cent). The top countries are China with 116 (2015: 73) and the United States, Britain, Germany and France.

Large delegations from Canada, China, the United Kingdom and the United States have been confirmed, joined this year by groups from Brazil and Taiwan. This is the first time companies from Taiwan have taken part in the fair, with six companies that specialise in breeding tropical fish in attendance. Other new entries include firms from Eastern European countries such as Croatia, Estonia, Latvia, Lithuania and Ukraine.

High expectations

"Zoomark 2017 promises to be a record edition, which is a powerful indicator of the vitality of the pet market, and above all confirms the show's international profile," commented Mark Momoli, BolognaFiere's business manager for Italy. "Exhibitors and visitors from all over the world will be in Bologna to present their products, learn about the latest innovations and do business. Zoomark has always had an international outlook: the geographical position of Bo-



Attractive, high-quality presentations are a feature of Zoomark.





Exhibitors and visitors are expected from all over the world. In the picture: the Hunter company from Germany.

Bologna facilitates communication with foreign markets and with the Mediterranean area and Eastern Europe in particular, meaning that the number of visitors from all over the world has grown every year. This has also been fostered by our direct participation in the leading international fairs, and partnerships with associations and foreign government agencies."

This year's event will continue to feature the New Products Area, where exhibitors can present new products and accessories, and the VIP Lounge for key Italian and foreign buyers. Both of these will be located in the new Pavilion 14. The fair will also host a series of conferences, talks, workshops and seminars devoted to the professionals of the pet industry.



The Aqua Project

New for 2017 is the "Aqua Project" area dedicated to the aquarium industry, presenting aquariums that range from technological to design, spectacular to minimal. The area will also feature a series of tanks displaying the latest in aquascaping, the art of creating striking, highly atmospheric aquarium landscapes.

In addition, Zoomark International 2017 sees the launch of the "Aqua Project Prize", recognising the skills and creativity of the professionals in the field of aquarium and terrarium design, devoted to the owners of pet shops, garden centres and aquarium vendors based in Italy.

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Facts and figures

Place: BolognaFiere, 40127 Bologna (Italy)

Halls: 14, 16, 19, 21, 22

Entrances: Ovest Costituzione and Nord

Date and time: Thursday, 11 May 9am - 6pm
Friday, 12 May 9am - 6pm
Saturday, 13 May 9am - 6pm
Sunday, 14 May 9am - 5pm

Only qualified pet business people and vets are admitted to Zoomark International. According to BolognaFiere rules, no children under 14 are permitted entry to the show. Dogs are admitted only on a leash and with muzzle or carried in an adequate carrier, with the exception of dogs for the disabled.